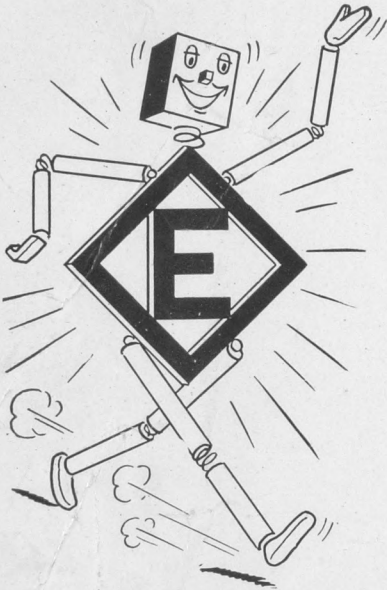


C O N T A C T S

OCTOBER 1950

Special Announcement Folks!



Turn to Pages
FOUR and FIVE
for full details
about the Most
Important Event
of the Year

Featuring —

\$600.00 IN CASH
PRIZES

FIRST PRIZE
\$100.00

SECOND PRIZE
\$75.00

THIRD PRIZE
\$50.00

FOURTH PRIZE
\$25.00

SEVENTY PRIZES OF \$5.00

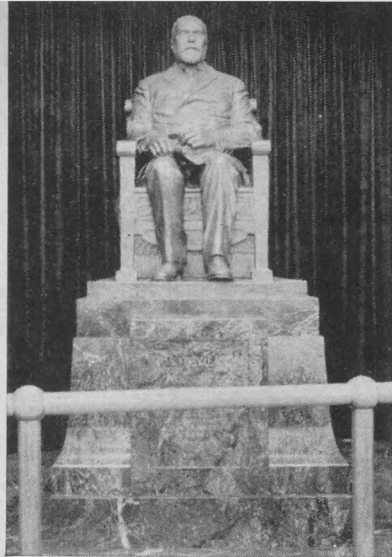
CONTACTS

OCTOBER, 1950

Let Us Give Thanks

October dawns on the prairies and a great Chinese lantern glows in the western sky . . . our harvest moon shining down on the peace and abundance that Providence has seen fit to bestow upon this broad land of ours . . . grandest land of all . . . ours to cherish and defend!

Therefore, as Thanksgiving Day approaches, let us give thanks for the great crops in the granaries, for the sturdy stacks in the farmyards, and the full bins in the root cellars. Thanks for the well-nourished bodies of our children, for the happiness in their faces . . . thanks that they have escaped the hunger and the suffering that still prevails in some lands across the sea. Surely "Our cup runneth over." Let us give thanks.



"THE GOOD MAN"

A "two-to-sixer" was in the Juvenile Department the other day. He waited patiently while mother received her change then said excitedly: "Now we'll go and see the good man."

Mother explained to the saleswoman that "the good man" was the statue of Timothy Eaton on the main floor and that no shopping expedition was considered complete without a visit to him.

OCTOBER REBEL

The rebel tree outside my door has kept
 For one more day her autumn robe of gold,
 While from the rest the thinning sap has crept
 Into their earth-lapped roots against the cold.
 Wan, shrivelled boughs, disconsolate and stark,
 Point patient wooden fingers at the sky,
 Their only dress a winding sheet of bark,
 For summer has already passed them by.
 But my tree shines in glory this one day,
 All decked out in the dancing golden veil
 She stubbornly refused to put away
 When stern-browed Winter sent his warning gale.
 She pertly winks as she ignores his frown,
 And we two laugh together as she sends
 A hundred little love-notes fluttering down;
 I understand her well, for we are friends.

—"Artemis Wilcox."

"Artemis Wilcox" is Flora McLellan, a former Eatonian, now retired. A few years ago, Miss McLellan's poetry won recognition and an award from the Canadian Poetry Magazine.





Mr. T. C. Eaton Greets Miss Helen Fisher of Winnipeg, and Other Western Delegates

Left to right—Mr. J. T. Quinn, Miss Fisher, Mr. R. J. Elliott (Vancouver), Mr. F. Frampton (Winnipeg), Mr. P. F. Brigden, branch manager (Winnipeg), and Mr. Eaton.

EAST MEETS WEST

The T. Eaton Life Assurance Company Representatives Are Guests of Company at Toronto

The picture shows Mr. T. C. Eaton, grandson of the founder, greeting the western delegates to the first Agency Staff Conference of The T. Eaton Life Assurance Company since

this annual event was interrupted by World War II. The conference, which proved a great success, was held on September 6, 7 and 8, with representatives attending from coast to coast.

Winnipeg representatives were Mr. P. F. Brigden, branch manager; Mr. J. T. Quinn, Miss Helen G. Fisher, and Mr. F. C. Frampton.

The program, under the direction of Mr. A. E. Harkness, included round table discussions, also interesting and provocative talks by various representatives.

Mr. P. F. Brigden, branch manager, spoke of the relationship of our Life Assurance Company to the Eaton pension plan.

Mr. J. T. Quinn's talk was on the importance of life insurance protection for young men.

Miss Helen Fisher discussed the advantages of certain forms of life insurance for young women.

Mr. Frank Frampton spoke on planning Eaton life insurance programs for individual needs.

All those attending the convention and the Head Office personnel connected with the Sales Staff, were guests of the Company at the grandstand show at the Canadian National Exhibition, and on the final evening were dinner guests of Mr. and Mrs. James Elliott at the Lambton Golf and Country Club.

The Company, which celebrated its thirtieth anniversary last August, was established on the initiative of the late Sir John Eaton. It was his idea to provide life insurance for Eaton employees and their families under the most favourable conditions, and to give the best possible service to those taking out insurance policies. To this end it was arranged that The T. Eaton Company would, under certain terms, assume 10% of the premium.

The Company operates under a Dominion charter and is proud of its record of service to employees of The T. Eaton Company and subsidiary companies.

As it marches on giving life insurance protection to Eatonians, it is interesting to note that our Life Assurance Company today has an impressive total of \$56,480,000 of business in force.

RECENT APPOINTMENTS

Winnipeg

Department W52—China and Glassware, Bric-a-Brac and Decorative Flowers:

MR. F. WONNACOTT, head of department.

Department W274 — Paints, Wallpaper, Pictures, Picture Framing, Mirrors, Metal Polishes, Wax and Brushes;

Department W74 — Paints, Wallpaper, Pictures, Picture Framing, Mirrors, Metal Polishes, Wax and Brushes;

Department W1076—Picture Framing:

MR. C. S. CARSWELL, group manager.

Department W5—Books, Stationery, Office and School Supplies, Greeting Cards, Household Supplies, Artists' Supplies, Playing Cards, Photo Albums and Stamps:

MR. R. N. GREGG, head of department.

Department W215—Jewellery, Watches, Clocks, Holloware, Flatware, Thermos, Leather Goods, Handbags;

Department W615—Jewellery and Watch Repairs: MR. S. M. FLEMING, head of department.

Department W9—Women's Lingerie, Foundation Garments, House Dresses, Aprons, Uniforms and Smocks:

MR. M. F. MCKENZIE, assistant.

(Continued on Page Three)

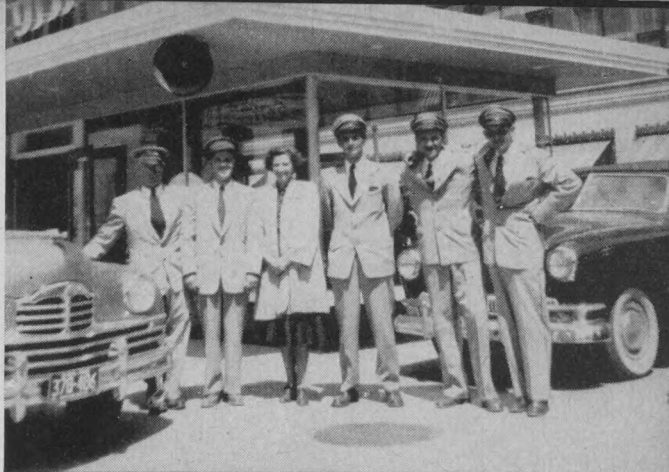
Parking Lot Attendants— Take a Bow!

When the Women's Parking Lot was designed as a convenience to customers, we don't suppose it was considered primarily as a tourist attraction. However, this handy service, along with the cheerful courtesy of its attendants, proved to be a drawing card for at least one tourist who sat down and wrote a note about it. The letter was addressed to: "The Attendants, Eaton's Women's Parking Lot" and enclosed a snapshot of the writer along with five of the attendants.

The letter reads:

"Greetings from the gals south of the border. Wish all nations could be this friendly. Our trip was a most pleasant one. We still sing the praises of the Parking Lot for us women.—The Gals."

Reading from left to right in the picture are: Elmer Workman, Bud Aseltine, Beatrice Lien (Minneapolis), Al Staines, Verne Bartel and Ken Macaulay.



RECENT APPOINTMENTS

(Continued from Page Two)

Edmonton

Department E201 — Gloves, Hosiery, Umbrellas, Blouses, Handkerchiefs, Ribbons, Neckwear, Belts:

MR. W. D. KERN, assistant (Section 1).

Department E244 — Women's and Misses' Coats, Suits, Dresses, Millinery, Furs and Western Fur Promotion:

MISS M. E. LEGATE, head of department;

MR. C. A. MACLEAN, assistant, Sections 4, 41, 44;

MRS. M. O. IRVINE, assistant, Section 48.

Department E246—Women's and Misses' Blouses, Skirts, Sweaters and Sportswear:

MR. F. TRUSWELL, head of department;

MISS E. COFFIN, assistant.

Department E210—Infants', Children's and Teen-Age Wear:

MISS R. C. HOLDEN, assistant.

Department E267—Chintzes, Cretonnes, Curtains, Shades, Awnings, Tents, Flags, Paints, Wallpaper, Pictures, Metal Polishes and Brushes:

MR. J. W. DAWSON, assistant (Section 67).

Prince Albert

Department PNC260—Radios, Pianos, Musical Instruments, Records, Sheet Music, Washers, Ironers, Vacuums, Polishers, Electric Refrigerators and Carpet Sweepers;

Department PNC270—Furniture, Sewing Machines, Beds, Springs, Mattresses, Carpets, Linoleum, Tile, Draperies, Pictures, Electric Lamps, Fixtures and Appliances;

Department PNC1078—Contracts:

MR. A. R. WHEATCROFT, head of department.

Red Deer

Department RD236—Linens, Bedding, Staples, Draperies, Piece Goods, Cottons, Rayons, Silks, Woolens and Patterns:

MR. J. A. MORGAN, head of department.

The President Visits Winnipeg

A matchless Manitoba sky of cloudless blue, with the thermometer soaring in the eighties, greeted Mr. J. D. Eaton on his arrival in the west Monday, September 25.

Welcome to Winnipeg, sir, and may the weather gods continue to be kind during your sojourn here!

Welcome Home!

Welcome home to our general manager, Mr. R. S. McCordick, and Mrs. McCordick, who arrived back in Winnipeg on Monday, September 25, after a brief holiday overseas. We were glad, indeed, to welcome them with such glorious September sunshine!

Old Friends Here Greet Mr. J. R. Jenkins

Another visitor to Winnipeg this week was Mr. J. R. Jenkins, general manager of The T. Eaton Co. British Columbia Limited. En route to Vancouver, Mr. Jenkins was warmly welcomed by many old friends here.

Estevan Order Office

MISS G. MARKLINGER, in charge during the absence of Miss L. I. Bloor in Fort Churchill.

Humboldt Order Office

MRS. O. M. FRIESEN, in charge.

Fort Churchill Order Office

MISS L. I. BLOOR, in charge.

MISS M. SMEWING, assistant.



TWO-DAY *Preview*

**and Advance Shop-
ping For Employees
and Their Families**

— • —

Thursday, September 28

8:30 a.m. to 5 p.m.

Friday, September 29

8:30 a.m. to 4:30 p.m.

— • —

DONALD ANNEX

— • —

Right at the beginning of cold-weather preparations when you need it most, comes this great nation-wide sale! A two-day opportunity for our family of 40,000 Eatonians from coast to coast to share in the many thousands of dollars in savings!

Trans-Canada Sale

**Read the Big 24-Page Flier, Packed
with Good Things for Yourself,
Your Family, Your Home!**

\$600.00 in Preview Door Prizes

Admission to the Trans-Canada Preview and advance selling for employees and their families will be by ticket only. Every employee visiting the Preview is eligible to compete for an attendance prize. Those whose numbers are drawn (the lucky so and so's!) will be asked to answer a simple question.

HERE ARE THE PRIZES:

**First Prize, \$100.00; Second Prize, \$75.00; Third Prize, \$50.00;
Fourth Prize, \$25.00; Seventy Prizes of \$5.00**

All in good hard cash, too, folks! So drop your stubs in the container at the Preview and good luck to you!

WE KNOW YOU'LL DO YOUR PART!

On Monday, October 2, and Tuesday, October 3, the Big Store will present this most outstanding Sale of the year to the Winnipeg public.

The resources of our entire Eaton organization from Halifax to Vancouver were used in the planning; the facilities of our Research Bureau checked the huge assortments to be sure our customers receive top-flight values and exceptional savings. That's the story, folks.

We've had our own sale—now, like true Eatonians, let's rally on the selling front and give Winnipeg the kind of service that such truly exciting values deserve—the kind of service that has won fame for our Store all over the American continent. **LET'S GO!**



Eatonians are Guests at . . . Fall Fashion Showing

On Monday evening, September 18, a big event of the autumn season got under way. We refer, of course, to the showing of styles for the 1950 season. This particular display was held for the benefit of the Eaton employees, mainly women, whose prime concern is milady's wardrobe.

The Grill Room had its brocaded curtains up for the first time this season. The staff, in their perky white aprons on the crisp black, looked especially smart as they served approximately 300 women an excellent, full-course dinner in record time.

A preview of the people attending the show indicated that they were fully aware of this season's style. Most of them were in black, of course, highlighted by cleverly placed jewels, or a little bead trimming. Nearly all featured the slender silhouette. Those who wore headgear had head-hugging little hats, showing birds, feathers or pins at every angle.

The curtains rose along the runway and disclosed two panels, appropriately carved in an autumn scene, with a small table holding the mike midway between the two. Wilma Blocher, fashion co-ordinator for the Company, then appeared, epitomizing the style in her smart black suit with tight, short skirt. With this, she wore a quaint Dutch-style bonnet in winter white.

Miss Blocher took her place at the mike and first gave us a few brief notes indicating that "the slender silhouette" was the season's style, though there were some variations, mainly very full-skirted costumes. She mentioned the all-over prevalence of velvet. Velvet in hats, shoes, separates, bodices, collars, and even, in one case a whole coat. She drew our attention to the lovely fabrics in use. Besides velvet there were satins, silks and beautiful laces.

The Fall Wedding

Then came the presentation. First, of course, the traditional bride and her two attendants. The bride, gorgeous in white chantilly lace over lustrous white satin, with a snug bodice and long, close-fitting

Description of Pictures

Top row—left: A section of the audience enjoying dinner before the fashion show. Right: The bride in white satin and chantilly lace.
Centre—left: Black velvet in a coat. Lower left: Red corduroy jumper dress with wide revers. White blouse.

lace sleeves. Tiny, covered buttons followed the backbone down to the waist which flared out into a full, graceful skirt.

The two bridesmaids were gowned alike in two-tone ombre taffeta, one in lime and darker green, the other in pink and coral. All three carried small ostrich feather fans.

Attention, Business Gals

These were followed by 22 types of coats and suits from the famous English houses of Digby Morton, Peter Russell, Hardy Amies and one grey suit from the French house of Balenciaga. Along with these were styles from Canadian and American makers. And, please note, if the French and English models hadn't been pointed out to us, we would sometimes have been hard put to know the difference. This is intended as no reflection on the quality of the English and French creations. As usual, they were superb.

Most of the suits featured wide revers, some of them notched, some of them making a frame running almost together at the one button at the waist of the jacket. Many of the skirts showed buttons emphasizing the pleats—silver buttons, gold buttons, leather buttons. And the flattering velvet appeared on almost every collar.

Separates Still

Next came a bewildering variety of separates, most of them in either a vivid light green or copper. Demure looking tea-time dresses which lost their tops and became strapless evening gowns. A smart jersey, all-of-a-colour ensemble, and believe it or not, the jacket was lined with red and green stripes to match the red and green striped jersey underneath! Happy thought for the people with small clothes budgets: you can still mix 'em.

Good Afternoon!

The afternoon dresses, some formal, and some one could wear to work and go out in after, showed velvet and jersey, sometimes combined, also lace in bodices under jackets and trimming the wide, flat collars.

The Charming Twenties

For evening wear, with very few exceptions, we saw nothing that the girl next door couldn't wear to her formal dances. The first model was a white, diagonally tucked, street-length dress by Christian Dior. The two Norman Hartnell models, both long and full, one in two-tone blue and the other black panne silk velvet, were dreams for the "teen-turning-twenty."

This, to sum up, was one of the most beautiful fashion shows we have seen in many a long day. The gleaming satins, brilliant velvets and iridescent silks gave us a variety of beautiful fabrics which were displayed to bring out the grace and beauty of the younger milady. The colours were lovely, too. Polka orange, ballet purple, minuet grey, tango taupe, and a bright, almost kelly green.

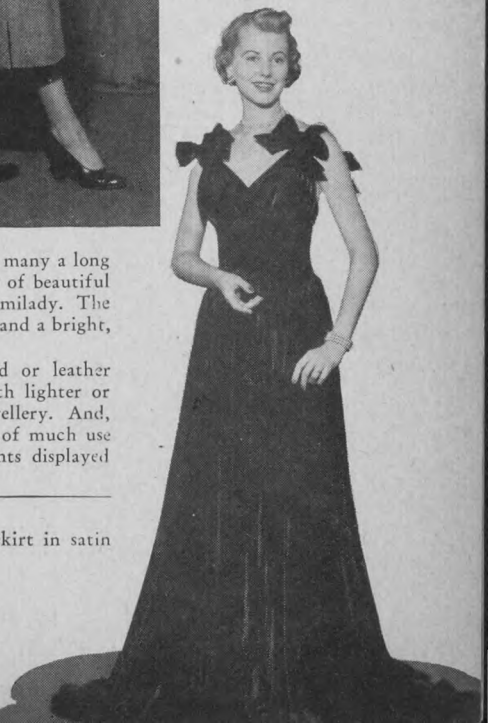
The duller tweeds were lightened with velvet on collars, or silver, gold or leather buttons on the jackets and skirts. The basic taupe was cleverly blended with lighter or darker shades and startlingly accented by a bright bit of ribbon, scarf or jewellery. And, except for the gorgeous mink cape or the beautiful fitch, which wouldn't be of much use to a gal going to work, even if she could afford them. Most of the garments displayed could be worn to our every-day affairs.

Description of Pictures

Top right: Jean Desses. Evergreen chiffon and satin. Chiffon bodice. Overskirt in satin crossing at waist in front and sweeping into small train at back.

Centre right: Digby Morton suit of soft taupe. Navy and taupe tweed revers and set-in vestee. Slim skirt.

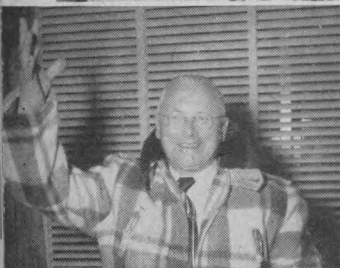
Lower right: Norman Hartnell. Black panne silk velvet. Large bows at front and back on straps.





Top left—Son Harold (the "spittin' image" in a larger edition) and his wife chat with Tucker senior.

Top right—Mr. Pickard thanks Mr. Tucker for building up a fine department. Centre and lower pictures show Jimmy wearing his gift and cutting a section of the cake at the surprise party.



CHAMPION OF SAFETY HONOURED

Clayton Tucker Celebrates 40th Anniversary

"What is 'Defensive Driving?'" The ability of a driver to recognize the ingredients of an accident in the making and to build up such a defence that it just can't happen. . . .

... Around this formula Mr. Clayton (Jimmy) Tucker built up a safe-driving and road courtesy campaign for the Eaton delivery system that has been a great factor in the Company's remarkable record for accident-free driving. A project, too, that has won recognition across the Dominion as well as across the border.

This was one tribute paid the indefatigable Mr. Tucker on Tuesday, August 29, when he completed 40 years with Eaton's. Another was that he has developed his department to a high degree of efficiency, at the same time winning the respect and regard of his men!

Three Presentations Marked His Anniversary

Before the morning delivery, the drivers gathered to honour their chief with an elegant gladstone bag and matching travel set. Jeff Douglas, assistant, made the presentation, while Mr. W. B. Pickard, Store superintendent, also added his congratulations and spoke of Mr. Tucker's fine record.

At 9:30 a.m. the executive and supervisors met in the Board Room when, on their behalf, Mr. R. M. Pinfold, assistant general manager, presented Mr. Tucker with a gold wrist watch. Mr. Ross Screaton presided.

"Men of Devon (the Tucker birthplace)," said he, "were usually associated with ships of war, for example, Drake and Raleigh, but Clayton Tucker is admiral of a large fleet of Eaton trucks whose constant aim is safety and courtesy on

Winnipeg streets." Mr. W. B. Pickard then read messages from various Company points.

Thanking his associates with typical fluency, Mr. Tucker opined that if he had to do it all over again he'd come back to Eaton's. He also spoke of the splendid support always given him by the Executive and Superintendent's Offices.

Friends Stage Surprise Party

In the evening some 25 old friends "broke in" to the Tucker residence while its owner was keeping a dinner engagement elsewhere. Later, on arriving home, the lights were suddenly flashed on and pianist Tom Laidlaw struck up the "Happy Birthday" song which was lustily led by impressario Jack (Caruso II) Morrison.

During the evening a fur-topped sports jacket was presented to Eaton Curling Prexy Tucker by Mr. Pickard as a token from the assembled friends. Another feature was the two towering birthday cakes, one created by 1100 Department, the other from son Harold Tucker and wife who arrived from St. Catharines, Ont., for the occasion.

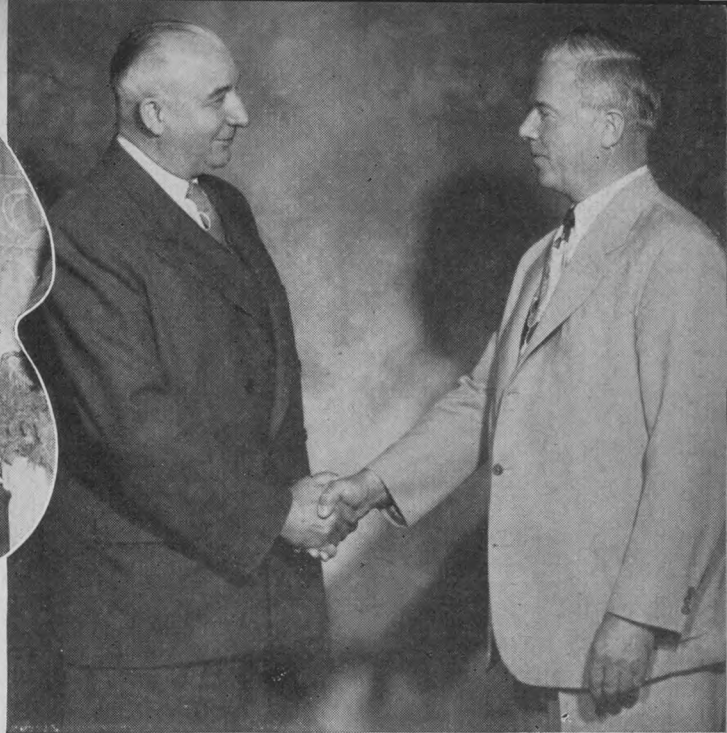
While safety is perhaps the energetic Jimmy Tucker's greatest interest, he is also a member of the Chamber of Commerce, the Canadian Club, chairman of the Store Exchange and Complaints committee and president of the Eaton Curling Club.

On top of that his stocky figure and cheery greeting is well known throughout rural Manitoba, especially at the summer fairs where each year Jimmy introduces his beloved delivery horses over the mike to the admiring crowds.



Left—Picture shows the exquisite Jensen silver rose bowl presented to Mr. McKellar.

Right—Mr. McKellar (left) is congratulated by R. M. Pinfold, assistant general manager.



Donald S. McKellar Honoured

**Merchandise Office Representative For Sixth and Seventh Floors
Celebrates 40 Years with Company**

Presentation of an exquisite Jensen silver bowl—one of the most coveted of all gifts—was made to Mr. D. S. (Don) McKellar, Merchandise Office representative for the house-furnishing group, on Saturday morning, September 9, in honour of his 40th anniversary with the Company. This happy event was held in the ninth floor Board Room with Mr. J. L. MacKechnie presiding.

The gift, a memento from the executive and management, was presented to Mr. McKellar by Mr. R. M. Pinfold, assistant general manager.

On behalf of the management, Mr. Pinfold congratulated the guest of honour and thanked him for his long and outstanding service, while Mr. G. M. Eaton, director, spoke on behalf of the Company.

Congratulatory messages from Eaton branches and old friends across the Dominion, were then read by Mr. W. B. Pickard, superintendent.

Adding his personal felicitations, Mr. Pickard reminisced of the days when he was associated with Mr. McKellar in the heavy hardware and farm implements.

Gift and Greetings From House-Furnishings Group

Later in the day, Mr. McKellar was the recipient of a "posh" piece of luggage—a Florentine rawhide Pakaway "2-suiter." This aristocrat of travel equipment (which will doubtless "up" the gratuities, Mac)

was a combined gift from the Western House-Furnishings group and Mr. Harry McGee of Toronto Buying Office.

Wide Merchandising Experience

A Sarnia, Ont., boy, before coming to Eaton's, Mr. McKellar was with the C.P.R. passenger department at Toronto.

In his four decades with Eaton's he spent 10 years in the Heavy Hardware and Farm Implements; 15 years in the supervision of the Company's Winnipeg and Western Groceries; 12 years with the Furniture management, and the past three with the Merchandise Office.

A ruggedly handsome Eatonian with a warm smile and engaging personality, Donald McKellar is well known about town for his work with the Shriners' Hospital for Crippled Children. He is also a member of the Manitoba Club and the St. Charles Country Club where he now has his summer home.

The activity dearest to his heart, however, is an occasional visit to Montgomery, Alabama ("in the deep south, that is"), where resides his daughter Mrs. Duane Thompson—better known as the former Elizabeth Ann McKellar, one of Canada's famed figure skaters.



CHARLES L. DONNELLY Has Happy "35th"



Charlie Donnelly, assistant, Men's Hats—the lad from England's famous college town of Harrow who started with Eaton's as a parceller—celebrated his 35th year with the Company on September 7. The occasion was truly marked with a presentation to Mr. Donnelly of two lovely occasional chairs as a memento from the staff. Mr. Jack Muirhead acted for the department in the absence of Mr. Pryce and Mr. Godwin. A bouquet of roses was Mrs. Donnelly's share in this milestone.

Then, on Charlie's anniversary evening while he was quietly hoeing his garden, the "mad hatters" swooped down on the Donnelly domicile for a surprise party. They brought along their own food for this festive event and with Tom Laidlaw at the piano, the old songs were brought out and dusted by the vocal chords of all present. A very happy evening!

Thank you, Mrs. Donnelly (the former Jean Robinson, Fancy Goods), for your grand hospitality!



Two For a Lifetime

You wouldn't take a mint of money for your eyes. So give them:

- Good light to read and work by;
- Corrective glasses, if necessary;
- Protection against injury.

If your eyes smart or are inflamed, if your head aches often, have your eyes examined at once.

Let no one but a trained person take dirt or cinders from your eyes.

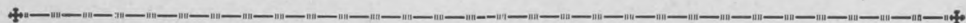
When you hit the 40's, many people notice that they can't see close work as well as they used to.

If that happens to you, have your eyes checked and don't delay.

—Industrial Health



In the "Book of Business Etiquette" we read: "Every young man worth his salt believes that he can reform the world, but every old man who has lived in it knows that it cannot be done. Somewhere halfway between they meet and say, 'We'll keep working at it just the same,' and then business begins to pick up. But reaching the meeting ground takes tolerance and patience and infinite politeness from both sides."



Joseph Patterson's 35th Anniversary

Thirty-five years with Eaton's, 31 of them in the mail order, was the record chalked up on September 13 by Joseph Patterson in charge of the men's work shirts section in the M.O. Men's Furnishings. The gang helped Joe celebrate by presenting him with a mantle radio and Mrs. Patterson with a bouquet.

Mr. Patterson was born in Saintfield, Ireland. He married the former Frances Robinson of the old 14 Department, and has three sons, all of whom were in the navy in World War II. He also has a daughter, Doreen.

Gardening is Mr. Patterson's favourite summer pastime. In the winter he likes to putter around the house painting and carpentering. Best wishes, old-timer!

Ten



JAMES R. ROSS Honoured on "35th"



A lovely silver tray and a camera from his associates in the M.O. Packing, were among the gifts presented to Mr. James Russell Ross on his 35th anniversary with Eaton's on September 17.

Jimmy's anniversary will bring a reminiscent gleam to old-time fans of Canada's national game, lacrosse. In his hey-day Jimmy was one of the best stickhandlers in this he-man's game—a contemporary of the famed "Newsy" Lalonde, Leo Dandurand, Montreal Canadiens, and our own "Moose" Johnson, now head of department, M.O. Hosiery.

Born in Elora, Ont., a red-hot lacrosse town, Jimmy came west to play for Weyburn, Sask., and also was on the Winnipeg team when they won the Manitoba championship.

Mr. Ross became an Eatonian on September 17, 1915. His wife was the former Anna Magnus (Millinery) and they have two daughters and one son, Jack, who is assistant with the M.O. Drugs. Today Jimmy shakes his head sadly over the lack of interest in the grand old game of lacrosse and spends his leisure hours in the gentler pastimes of gardening and collecting early Canadian stamps.



Food, Fun, But No Sun, Marks Assistants' Field Day

Despite overhanging clouds and a chill wind, 100 members of the Assistants' Association turned out for a field day of golf at Elmhurst on Wednesday afternoon, September 13. A strong committee, headed by retiring President Bill McKerchar, revealed perfect planning. There was an unique program of events, and the "patented ball retriever" thoughtfully provided at the water hole, was but one rib-tickling gag.

Following golf, the boys sat down to a steak dinner, after which "prizes" were presented. The prize committee displayed an "Alice in Wonderland" imagination.

For low gross, Jack Donnett took home a towering trophy made in the Candy Kitchen.

Retiring President Bill was presented with a nursing bottle of "Flit" and a huge corsage of felt flowers by President-elect Stan Houston.

Among other awards were: wrist "watches" for Ron Parker's foursome "guaranteed to tell the time correctly once every 24 hours." For "most displaced divots" George Firth won a gift-wrapped square of sod. Andy Wylie: a brightly painted derby labelled "champion" on front and "sucker" at back.

"Best-dressed (?) golfer's" prize went to Bruce McLarty—a mirror with a cartoon of Bruce painted thereon. For playing in his bare feet (so they said),

Ralph Clarke won a garishly painted pair of flight boots (slightly worn). "World's worst driver": Ron Parker ("It's slander!" says Ron), a toy baseball bat and ball. "The golfer who lost his head," Bruce McGregor ("T'aint so"), a two-headed toy dog; while the "bravest and wildest drivers," Jack Slater, Jack Fowler, Gordon Angus and Ken Sutherland, were presented pie-plate size medals of gilded tin lettered "For Valour."

Golf and other sport pictures were shown by Alf Beavis, while Tom Laidlaw, Vic Taylor and Ron Parker put over the song-fest.

President Bill McKerchar spoke briefly of his term of office as a most interesting and educational experience. The enthusiastic singing of "For He's a Jolly Good Fellow" showed the affection and esteem with which he is held by the assistants.

Vice-President-elect Elmer Freeman also got a big hand from the gathering.



Timothy Eaton

Quarter Century

Club

Inaugurated 1919



Welcome to the EATON Quarter-Century Club



Top row—left: MARGARET McMILLAN (236). Right: JOHN M. BODNER (229) is congratulated by Mr. John Patterson.

Second row: SIDNEY CLAYTON (252) (left) is greeted by Mr. V. Dancer.

Lower row—left: ANNE TENNANT (3). Right: ALLIE MATHESON (122).



Welcome to the Quarter-Century Club

MARGARET McMILLAN

Margaret McMillan, head office girl in the Dress Goods and Patterns, celebrated her quarter century with the Company on September 14. The departments held a breakfast in her honour on Wednesday, September 13, in the Grill Room. Mr. P. E. Odell, head of department, presented Peggy with a pair of table lamps on behalf of the management and staff of the Dress Goods and Patterns Departments. Mr. L. O. Vincent, supervisor, who is away on a business trip, sent a telegram of congratulations.

Peggy received 25 red roses from the department and many individual gifts from her friends in the Store. She is well known in the Eaton's Women's Golf Club, is a member of the Southwood Country Club, and has been a valuable member of the Dress Goods office for the past 23 years.

JOHN M. BODNER

One of Winnipeg Store's star salesmen, veteran of World War II and a granddaddy though still in his early forties, John Maxwell Bodner ("Johnny" to all and sundry) celebrated his quarter century with Eaton's on August 24. The occasion called for a dinner party which was held by the Men's Clothing staff at Moore's.

Mr. John Paterson presided. Paying a fine tribute to Johnny's energy and ability as a salesman, Mr. Paterson presented him with a gladstone bag on behalf of the staff.

Johnny proved quite eloquent and resourceful in his response. Other speakers were Stan Cameron, who likened the Bodner sales technique to a boxer in the ring who keeps punching right from the going to the 10th round; Jim Drake, Ed Workman and A. Buzza also added reminiscences and tributes.

Born in Vita, Man., Sgt. Johnny Bodner served overseas with the Engineers. His leisure-hour interests are languages, music, Y.M.C.A. work and St. Stephen's-Broadway Church club of which he is president.

SIDNEY E. CLAYTON

Mr. Clayton says he would have been on the Receiving Room staff except for the fact that the uniform on hand happened to fit another chap who was with him. So S. E. Clayton went to the M.O. China Department where he has been ever since and, on September 18, celebrated his quarter century.

Sidney was born near Henley-on-the-Thames, England, of boat-race fame. He is married and has one son and three daughters. Sidney is superintendent of one Sunday school and treasurer of another.

Mr. V. Dancer, supervisor, presented Sidney with an easy chair on behalf of the staff.

ANNE TENNANT

Ex-Wren Anne Tennant (M.O. Handkerchiefs, Exchanges) celebrated her 25th anniversary with Eaton's on September 10. To honour the occasion, Mr. P. Thompson presented Anne with a three-piece bureau set as a gift of the department. Along with this she received many individual gifts from friends throughout the Company.

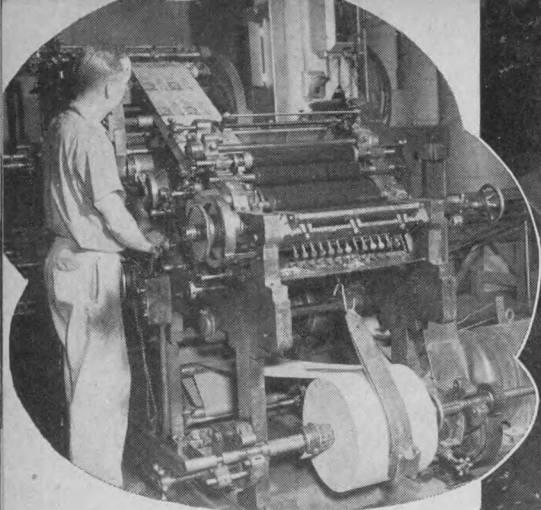
Anne started her career with the Store Ribbon Section and was there four years before moving to the M.O. Ribbon Section. She joined the W.R.C.N.S. in January, 1942, and received a good conduct medal and stripe. During her four years' service with the Wrens she spent 13 months in Newfoundland.

Anne's friends say she has a sunny disposition and is a popular member of the staff.

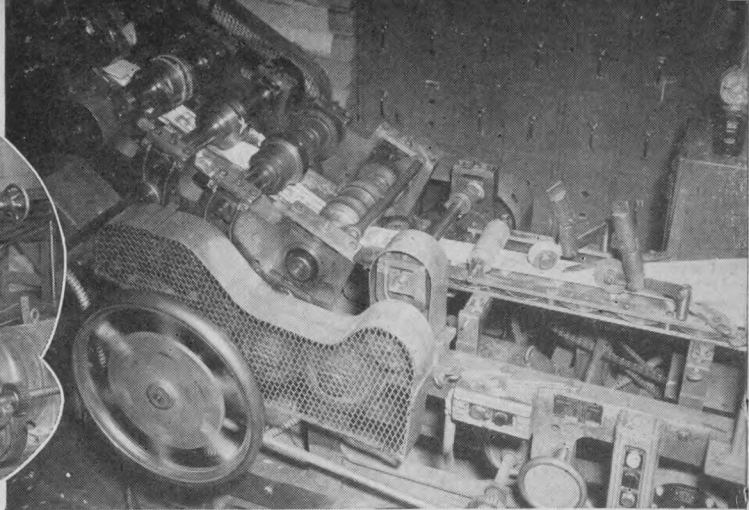
ALLIE MARY MATHESON

M.O. Money Returns staff placed a large mirror on Allie's desk on August 31, and M.O. Packing gave her a nice lamp in order to help her celebrate her quarter-century anniversary.

Allie was born in Toronto. She is fond of sculpturing and won a special award for her entry in the Eaton Hobby Show held in 1949. Allie also gardens and teaches in the Calvary Temple Sunday School as well as singing in the choir. Her bright smile and womanly qualities have won her many friends.



Jim Cleaver prints coffee bags on two-colour rotary printing press.



Variable speed bag-making machine which makes complete coffee bags with grease-proof liner and wrapper—controlled by an "electric eye." Bert Darroch is the operator.

What's Your Job?

***A Big Noise
With a
Big Purpose***

Recently we ran across a story where the scene was laid in a department store. The plot was incidental. What interested us was the bird's-eye view it gave of the working of a big store which could easily have been called The T. Eaton Co. Limited. One conclusion the author drew was that in a department store there are ten or twelve men behind the scenes for everyone that actually deals with a customer.

One of these back stage jobs is the making of boxes and bags which is carried out under our feet in the 1747 factory in the basement.

"Conversation Piece"

As you walk along the metal-sheeted floor of the tunnel there is an increasing roar of machinery, and as you turn the corner into the factory, the noise resolves itself into the rhythmic clatter of well-oiled machinery. Surprising as it may seem, normal conversation is quite possible.

It's a Tall Order!

Practically all bags used in the Company's stores from coast to coast are made in this spacious basement workroom—the notions and millinery bags, the extra-heavy (foodateria) bags, the grease-proof coffee and tea bags. All Eaton labels used between Winnipeg and Vancouver are also made here.

Folding cardboard boxes of many shapes and sizes is another busy industry since the factory services all stores in the western division.

There are snowy-white boxes for Grill Room products; gray ones for the Dress Department, the wire-stapled kind that come flat and pop into shape when wanted, and the heavier stapled ones such as coats and furs come in.

Merrily We Roll Along!

The bag paper, in its various sizes, is obtained in drums from 80 to 450 pounds in weight and makes of all sizes. A drum is fitted on a shaft at the back of the bag-making machine, is run up and across a roller holding the printing plate, around an ink roller using special quick-drying

Annie Sawatzky gathers the yield of this notion bag machine in bundles of 100.





Rebecca Lemecha typing labels for shipments of bags bound for Halifax and other eastern points.



Bags are carefully inspected by Mary Jones.

ink, across a short space, around a roller and down where it is caught by tiny rollers at each side which fold the top half of the paper in two over the bottom half.

An operator standing at the foot, picks out the finished bags into bundles of 25 and they are strung together in neat packages.

Coffee Bags Need an "Eye" Kept On Them

The paper used in making coffee bags is first printed on a two-colour rotary press. This roll is wound along with an interleaving paper to keep the ink from coming off on the back. Then the printed drum is placed on a shaft of a variable-speed bag-making machine along with a drum of grease paper, and the two are pasted together and come out as lined, finished bags. The printed strip of paper is kept in alignment by means of an electric eye. The operator stacking these bags, packs them into huge drawer trays holding 1,000 or, in the case of the double tray, 2,000 bags. They are packed in lots of 25. This machine turns out 3,000 to 4,000 bags in an hour.

They're Stuck Up, Too!

Off in a corner of the plant is a man stirring huge tubs full of paste used for making bags. This is an ordinary brown flour paste that is cooked on a stove until it is the right consistency. All the paste and glue used in the factory is made right in the plant.

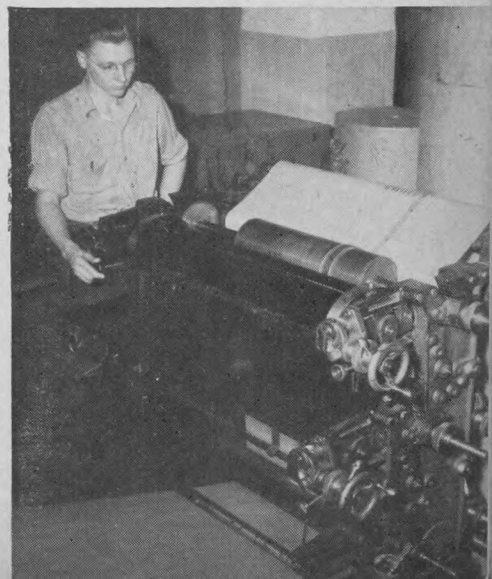
Boxes Galore

The box cardboard comes in sizes required and any thickness wanted in stacks of 50 pounds weight. These sheets of cardboard are first printed, then a sheet at a time is placed in a machine which slaps it against a die, thus scoring the corners. About 50 of these sheets are picked up at one time, stripped of the excess cardboard by hand, then stacked flat as they are. They are sent to the various departments to be folded as required.

We leave this busy place with an increased feeling of respect for the many almost unknown hands who help to keep the wheels of this big business turning.



"Scoring" cardboard for box making is done by Fred McCracken.



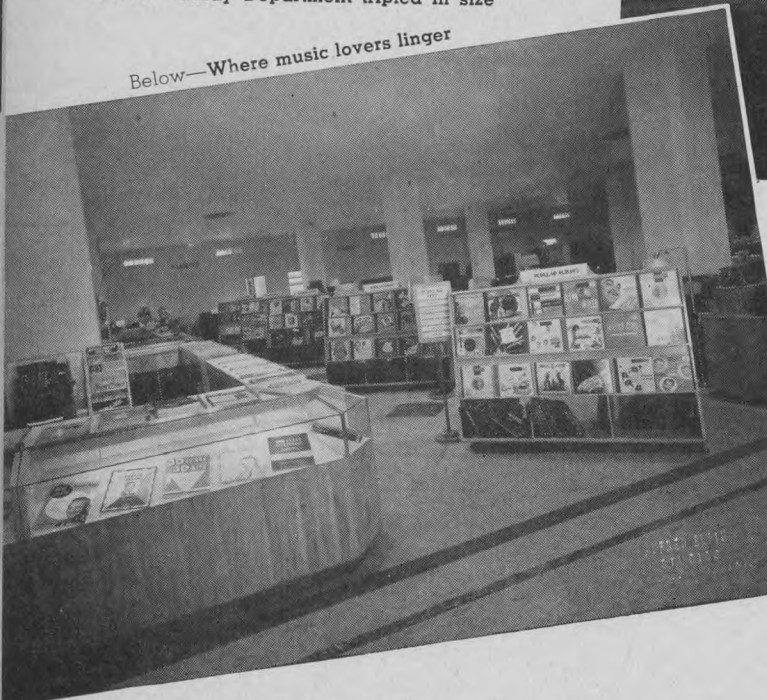
This machine whizzes through the making and printing of 16,000 millinery bags per hour! Ken Henderson keeps his eyes "skinned" for stoppages.



Above—Candy Department tripled in size



Below—Where music lovers linger



Below—A new and larger Jewellery Department



"DOWN NORTH"—EDMONTON—Canada north—now has a population increase of 51% since 1940. Oil capital of Canada, leading air freight terminus; the supply depot of the Alaska highway, and located near the headwaters of

Salute to EDMONTON

Keeping Apace With Rapidly Growing City Adds Another Storey to Its Fine

Eleven years ago on August 29, 1939, our city opened by Lady Eaton and her daughter, Florence (Eachern), who turned the opening key. A modern, highly modern in design, it is 320 feet high, then had a total selling space of 162,000 square feet.

In the decade that followed, the northern metropolis and Eaton's, to keep apace, has added another storey on Monday, August 28, of this year. *With this addition, the public will enjoy extensive improvements in space increased by 56,407 square feet—better displays, better merchandise—better service and shopping convenience.*

The New Third Floor is designed to carry on the tradition of treatment. The walls are of Manitoba's famed granite street facades, while black granite from Quebec separates the large windows. These windows are of aluminum and glazed with thermo-pane to protect the windows.

What's On the New Third Floor

This spacious new territory is now the biggest of the store's furnishings. Here, in broad display, are the draperies, paints, radios, music and electricals. It is the nearby Budget Plan and other offices which occupy the second floor.

New Lounge Rooms and an Employees' Cafe are here for the comfort of men and women Eaton's. (Photographs by Blyth, Edmonton)



Below—Now a complete Fashion floor

EDMONTON—Canada's fast-growing metropolis of the north—now has a population of 143,500 which is an important capital of Canada, Edmonton is also the world's leading supply depot of the vast, silent north; gateway to the north; the headwaters of the great McKenzie River.

EDMONTON!

*Rapidly Growing Edmonton, Eaton's
y to Its Fine Modern Structure*

On September 29, 1939, our present Edmonton Store was opened by our daughter, Florence Mary (now Mrs. McInnes), the key. A two-storey building and basement, it is 320 feet long and 175 feet wide, and contains 162,000 square feet.

As the northern metropolis zoomed its population, it has added another storey which was opened this year. *With this expansion, the shopping improvements in the spaciousness which is in—better displays—wider assortments of merchandise—shopping convenience.*

Designed to carry out the existing architectural scheme, the famed Tyndall stone on the three main floors from Quebec quarries is used as a treatment. These windows are framed in extruded aluminum thermo-pane to eliminate the need of storm windows.

On the New Third Floor?

is now the bigger and better home of household goods. The display, are the furniture, floor coverings, and electricals. A convenient feature, too, is the other offices which have been removed from the floor.

Employees' Cafeteria have also been provided for the women Eatonians.

(Continued on Page Nineteen)



Below—Stoves and Washers achieve broad display





PORT ARTHUR ESCALATES

**Eaton's at Lakehead Installs
First Escalator in North-
western Ontario**

"Let's escalate!" A familiar phrase among shoppers at the Big Store in Winnipeg was heard for the first time in Port Arthur when the first escalator ever installed in Northwestern Ontario, and one of the most modern on the continent, went into service at Eaton's Port Arthur Store on Tuesday, August 29.

For thousands of district residents, especially the young, it is the first escalator they've ever seen or ridden on.

The gleaming aluminum and stainless steel conveyor will save Eaton's customers the stairway walk from the main to second floor.

Carefully thought-out and tried safety features include steps of die-cast aluminum with narrow gauge treads that eliminate any possibilities of shoe heels catching, providing at the same time, safe, firm footing; moving handrails that extend out far enough at the landing so that they may be grasped before the treads are stepped on; treads are well lighted at both entrance and discharge levels.

Angle of Incline

The escalator is capped with softly gleaming illuminated aluminum, lending a satiny glow to the entire unit. The moving treadle ascends at an angle of 30 degrees which, following scientific tests, proved to be the most satisfactory angle of incline.

Moving on no less than 1,250 rubber-tired wheels rolling on aluminum tracks, the new Eaton escalator provides firm, smooth and noiseless operation infinitely superior to earlier models.

It is speedy as well as safe travelling at a rate of 90 feet per minute. Parent and child may stand side by side on a step. The escalator has a carrying capacity of 5,000 persons every hour.

In a 13-hour period of operation it could transport every resident of the two lakehead cities.

"The installation of this modern new escalator," said Mr. J. A. Snowden, manager of the Store, "will enable Eaton's to give better service to their customers, assisting them to shop in the spacious second floor with comfort and ease. The need for the escalator was particularly felt after the opening of the considerable extension to the second floor which was completed about a year and a half ago, providing 9,000 additional feet of selling space to the store building."

MANY THANKS!

Cecil Wishart in the M.O. Shopping has an exacting job that keeps him hustling. It is his duty to see that all City Delivery orders purchased in the M.O. get to the Despatch in time for the next delivery. Around four o'clock he has to go "all out." When leaving for home last pay day Cecil discovered that his wallet, which contained his pay envelope, was missing. A close search was made all around with no luck, so he went home less wallet, less pay, but plus worry.

During the evening, Henry Reimer (146 Department) was moving a truck when he saw the wallet. Thanks to him, and also to David Brand who sent a light truck to Wishart's home post haste, the Wisharts had a happy evening and were duly grateful. * * *

Over the years it has been Contacts' pleasure to report many a similar incident. But then Eatonians are like that—reminding us of the quotation—"After the verb 'to love,' 'to help' is the most beautiful verb in the world."

Salute to EDMONTON!

(Continued from Page Seventeen)

A COMPLETE FASHION FLOOR

The second floor has been completely redesigned and is now one of the most modern fashion floors on the continent. Here are housed all women's garments, furs, lingerie, juvenile and yard goods. Offices have been moved to the third floor along with house-furnishings, radios, thus releasing a great amount of space for expansion of fashion departments.

LOWER FLOOR (Basement, If You Like)

Here the China Department has been greatly expanded. Stoves and washers space also enlarged to provide more adequate display.

MAIN FLOOR

A complete new Jewellery Department has been installed with greatly increased space and fixtures of most modern design.

The Candy Department is tripled in size, with most modern fixtures for displaying confections. Drugs have also benefited by achieving the space formerly occupied by the candies.

LATEST MODEL ESCALATOR SERVICE

The escalator system has been extended to the new third floor. Four feet wide, it is of the latest model and richly designed in nickel-silver. The existing freight elevators have also been extended to service the third floor.

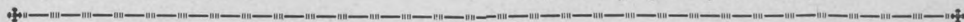
DE LUXE VENTILATION, TOO!

Added shopping comfort is provided by the highly modern ventilating system installed on second and new third floors. Anemostats recessed in the ceiling are utilized to provide proper distribution of the air. Incidentally the air is cleaned, purified and cooled by passing through water sprays located in penthouses on the roof.

Heating is entirely recessed in exterior walls. Lighting, likewise, is completely recessed in the ceiling, using the modern Curtis fixtures, and matching the building's original lighting.

* * *

To Edmonton Eatonians, who are justly proud of their beautiful and highly modern store, we send our warmest congratulations on this expansion, and the greater facilities it affords!



HONOURS TO ED DUNCAN

Edward Duncan (Drug Department) has a hobby which has gained him recognition in the academic world. The modest-mannered Ed is now in Toronto pursuing his studies.

A pharmacy graduate of Dublin and always a keen student of English literature and philosophy, Ed has now written an essay on James Joyce which has been published in the University of Toronto Quarterly.

The National Council of Research has awarded him a grant which gives him access to the libraries of the University of Toronto, St. Michael's College and Queen's University, Kingston.

Ed is already recognized in Canada as an authority on James Joyce, and we hope to see future articles written as a result of this award.

BASEBALL NEWS

Final games in the Eaton Softball League took place at Sargent Park, with last year's champions again copping the honours in both the girls' and men's divisions.

In a best of five series, the Imps fought the up and coming Cubs, winning three games to two, to give "Irish" his second championship.

In the men's division, it was the Rockets versus the Printers in a best of five series. The Rockets again triumphed, four games to one, though much credit goes to the Printers for reaching the final in their first year in the league.

Outstanding for the Printers was the old war-horse, Barney Moody, while the star player for Rockets was, as usual, Alex Jones.

Umpire McPherson ruled the games in masterly fashion, showing in his decisions a thorough knowledge of all the points in baseball gained through the many years he starred at the game.

The Annual Challenge Game between the league champions and the Old-Timers was held at Sargent Park, with the Old-Timers trouncing the Rockets 12-6.

Outstanding for the Rockets was outfielder Bobby Clarke, whose fielding was truly phenomenal. Joe Green was disappointing as a pitcher for the champs. It seems that again the years have taken their toll.

For the Old-Timers, Anderton and Jackson were the stars, with Danny Tomes, like Joe Green, just a shadow of the once great first baseman.

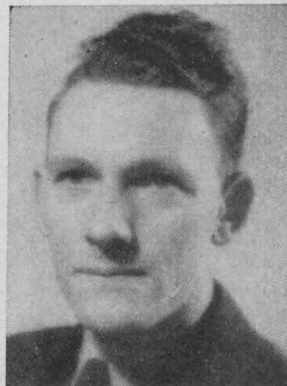
ANNOUNCEMENT

Arrangements have now been completed for the annual dance and presentation of prizes. The place: The Marlborough Hotel. Date and time: October 12, 8:30 p.m.

See your team manager for tickets, and above all, have a good time.

* * *

At time of writing, Bill Clay is still on the sick list, but is progressing favourably.





Autumn

Reading Up From Lower Left Corner

1—PHYLLIS HOLICKI (M.O. Farm Implements) married Al Shipman, August 26, at Westminster United Church. Phyl received blankets, sheets and pillow cases from the department and girls.

2—BETTY REID (Staples) was married to Robert Edmonston, September 2, at First Presbyterian Church. The girls gave her blankets and the department gave her an eight-piece luncheon set.

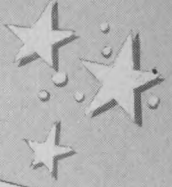
3—MARY SHEYKA (M.O. Money Returns) married Calvin Andrews at St. Vladimir and Olga Cathedral on September 9. Mary received silverware and a smoker from the department and a table ornament from the girls.

4—HELEN WILLIAMSON (Wages Office) was married August 19 to Bill Battershill in St. Stephen's Anglican Church, East Kildonan. Helen was guest of honour at a bathroom shower. Helen and Bill will live in Flin Flon.

5—MARGARET ELLIS (Parcellers) married Victor Pothier at St. Alphonsus Church on September 2. She received Wear-Ever kitchenware from the girls and a mirror from the department.

6—DINAH JASTER (Carpet Office) married J. Maughan at Allbright Memorial Church on September 2. Dinah received a pair of lamps as a gift of the department, and the girls held a miscellaneous shower in her honour.

7—JOYCE FARMER (Men's Clothing) was married August 18 to Lloyd Bucknell at St. Paul's United Church. The department presented her with a chime clock and the girls gave her glass candle holders.



Brides

One gay bridegroom and a glamorous bouquet of brides—may they know the best of health and happiness in the future, is the wish of their many friends.

8—SANDRA CUTHILL (Basement Store Men's Furnishings) married Mark Flynn, August 4, at St. James' Anglican Church. The girls on the staff gave her bedding and the gift of the department was a bedthrow.

9—OLIE BREIVIK (Construction Office) married Maude Macaulay, August 19, at Our Saviour Lutheran Church. Olie received a trilight from the department and a smoker at a stag in his honour held by the men of the department.

10—JENNIE WILSON (M.O. Dress Goods) was married at Grace Church, August 4, to Henry Marsland-Kelsey of Australia. Jennie received a Westminster chime clock as a gift of the department.

11—ZELLA FISHER (M.O. Notions) married Fred Pollitt at St. Matthew's Chapel on August 26. They will live in Churchill. Zella received a bedspread from the department.

12—JEANETTE DOUGALL (M.O. Draperies) married S. A. Johnston at Norwood United Church on September 2. She received a large mirror and tier table as gifts of the department.

13—MARGE BLANCHARD (General Office) was married to Donald MacInnes at the groom's home, 623 St. Mary's Road, St. Vital, on September 2. Marge received a card table and chairs from the General Office and a torchiere lamp, steam iron and Coalport china flowers from the girls.

14—BETTY SMITH (M.O. Copying) was married at Holy Cross Catholic Church, Norwood, August 26, to Rene la Riviere. Betty received lamps from the department and a mirror from the girls.

15—CAROL LAMBERT (M.O. Packing) was married to Dave Jones, August 11, at St. George's Anglican Church, Transcona. The department gave Carol a table lamp.

16—STEPHANIA MUDRY (Box and Bag Factory) married Peter Wawyn, September 1, at Robertson Memorial Church. Stephie received a trilight from the factory.





Top row—left: Learning to cast. Right: A few of the gang (too dark for photography).



Lower row—left: Three hot dogs a piece and just started. Centre: This 8-year-old in sou'wester holds two heavy jacks. Right: Two more prize-winning big ones.



"Assistant Engineer"
Barry Loudon

"BOYS' DAY" Eaton Angling Club Is Host to 43 Small Boys For a Day's Fishing at Shoal Lake

IF you have a small son, can you think of anything that would make him more deliriously happy than to sit in the cab of an engine, pull the throttle, toot the whistle and help the engineer drive the train for nearly a hundred miles? Such was the unique experience of nine-year-old Barry Loudon whose mom is with the China Packing. The occasion was a special outing held at Indian Bay, Shoal Lake, on the week-end of September 9, when 43 boys were the guests of the Eaton Angling Club.

The entire trip was financed by the club members who provided the meals and most of the tackle, plus cokes, ice cream and hot dogs. Through the kindness of the G.W.W.D., hot water was constantly available for tea and coffee—a much-appreciated service, especially with chill winds and a steady drizzle throughout the day.

The visitors also appreciated the courtesy of Mr. Drysdale in showing them through the water intake plant where the City of Winnipeg gets its water supply.

Despite cold, grey skies, the surrounding gardens with their landscaped beauty, adjoining golf course and croquet court, were greatly admired.

Fishing was, of course, the main feature, followed by indoor games on account of rain. The prizes were superb and abundant! Jack knives,

baseballs, flashlights—a host of things dear to a boy's heart!

EVENTS—Balloon bursting with air rifle, nine and under—Johnny Jack, Billy Evans, Brian Smith. 10 and 11—Billy Dale, Robert Belanger, David Odell. 12, 13 and 14—Frank Wright, Allen Anderson, Martin Jaeger.

FISHING—Heaviest fish: A fishing rod won by Ron Hepples. Largest pike (by length)—Billy Evans, John Jack (both won reels). Largest Perch (by length)—Three-way tie, Lorne Bay, Donald Mackie, Dick Stieler. Largest Catch—Ron Bodner, Ron Hepples, Don Mackie, Dick Stieler.

Winner of appointment to "assistant engineer"—nine-year-old Barry Loudon, who rode home in the cab of the Diesel engine (what a thrill Contacts got drawing that lucky ticket!).

(Continued on Page Twenty-Three)



Francis Liminton Retires

Deciding to seek a life of ease in British Columbia, Francis (Limmy) Liminton retired on September 9 after 21 years of continuous service with the Company. On behalf of the Grocery staff, Mr. Gordon Douglass, supervisor, presented the popular Limmy with a well-filled wallet as a parting gift.

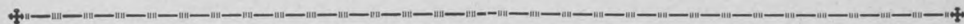
Frank Liminton was a general favourite with Eaton customers and employees alike. A veteran grocery man, and a veteran of World War I, he and Mrs. Liminton will be greatly missed by their host of Winnipeg friends. Here's wishing them every happiness in the years ahead. Picture above shows Limmy seated in centre surrounded by admiring associates.

* * * *

James Anderson Takes Well-Earned Rest

As a parting token from his co-workers, presentation of a fine mantel clock was made to James Anderson (Freight Packing), on August 27, to mark his retirement after 34 years of loyal service with the Company.

A quiet-mannered, dependable Scot, Mr. Anderson was a skilled worker and highly esteemed by his management and associates. Best of luck and good gardening, Jimmy!



"BOYS' DAY"

(Continued from Page Twenty-Two)

To keep the restless little chaps happy during the rain, a number of indoor games were improvised, with prizes. Everybody went home happy and stuffed to the ears, with more food, milk and good things awaiting them on the train.

A cheer for you, Angling Club! Santa Claus himself couldn't have done more! It's hard to say who got the biggest kick out of it—yourselves or the little guys you toted along!

Committee in charge of outing, under the able guidance of Arni Cooper, were: Bill Evans, Jack Faill, Ernie Fletcher, Fred Brown, Bill Summers, Pete Sytchuk, Bert Mudge and others, including those two helpful and charming companions, Nurses Margaret Mitchell and Mrs. Arni Cooper.

Members Note

Starting September 28, meetings of the Angling Club will be held at the Free Press Club Rooms, through the courtesy of the Free Press, every fourth Thursday during the winter at 8 p.m. The next meeting will be October 26.

Get your tickets for the final trip of the season to Shoal Lake during the week-end of September 30.

The world is divided into people who do things and people who get the credit. Try, if you can, to belong to the first class. There's far less competition.
—Dwight Morrow

Read and Relax!

October with its falling leaves and bonfires is with us once again and we are less inclined than ever to spend our spare time outdoors. So, during your free evenings, why not curl up with a good book from the Second Floor Circulating Library and enjoy yourself?

One of the most amusing books on hand is:

A LAMP IS HEAVY—By *Sheila Mackay Russell*

An account of those three years a disciple of Florence Nightingale endures or enjoys (according to her mood at the time) in carrying her lamp. The illustrations are as good as the writing.

*

A very good novel and not too difficult reading is:

THE UNVEILING—By *Grace Visser Payne*

For many years the customs and life of the Moslem women have been hidden behind a veil of darkness quite as enshrouding as this age-old part of their costume.

Slowly, during the last 30 years, the veil has been lifted and we learn something of the life and habits of our sisters on the Eastern side of the world.

The Unveiling is the story of Esmat, daughter of the Muftahid, who lived in Kashan, famous for its beautiful rugs. In her married life Esmat moves to Teheran and becomes caught in the tide of progress that is sweeping through Persia. Though brought up a devout Moslem in a Moslem household, her exposure to Christianity through the Christian medical work in Teheran leaves her with sharp leanings towards the latter religion. She does not feel that the Moslem faith has anything particular to offer the Moslem women. They are the chattels of their men folk.

*

If you have a yen for the theatre and all that pertains to it, try:

NEXT WEEK, EAST LYNNE

By *Gladys Hurlbut*

Miss Hurlbut is a trouper, no doubt about that, and her current success in "Life With Mother" is a pinnacle achieved after years of gruelling work. Here is a tale, mostly humorous, of the early days of stock playing, players and plays.

*

If you are looking for an historical novel, one of the best out for a long time is:

JUBILEE TRAIL—By *Gwen Bristow*

This is the story of Garnet Cameron brought up in New York polite society, who boldly marries the man of her choice and as boldly sets out on the perilous Jubilee Trail to see that strange, unknown country, California, still in the hands of Mexico.

Among the many vivid characters she encounters and ties to her warm-hearted nature are the incredible Florinda Grove and the Handsome Brute (so called because of his unpronounceable Russian name). With Garnet and Florinda we see California from its beginnings to the period of the gold rush which turned it into the fabulous state it is today.

Twenty-Four



Another good historical novel, though not as new, is:

THE PASSIONATE PILGRIM—By *Will R. Bird*

Nova Scotia at the time of and following the uprooting of the Acadians. Good story well told. Lots of outdoors and Indian fighting.

*

For those to whom a good biography is a favourite form* of relaxation, we suggest:

D. H. LAWRENCE, PORTRAIT OF A GENIUS, BUT—

By *Richard Aldington*

In this portrait Mr. Aldington, aided by D. H.'s many friends and acquaintances, tries to analyze the genius which everyone agreed Lawrence possessed, also the "but," which was also tacked on. The fact that he does not quite succeed is not Mr. Aldington's fault so much as Mr. Lawrence's.

D. H. managed to be one of the most objectionable as well as one of the most lovable characters one is likely to meet. Therefore, it is not hard to understand why, even at this period, long after his death, no one seems able to assess him either as an individual or a literary contributor. That this peculiar person should have been a successful school teacher until tuberculosis forced him to stop, is completely un-understandable. But he was.

*

For those who must have murder, there's:

HUNT WITH THE HOUNDS

By *Mignon Eberhart*

Miss Eberhart is an expert at building up suspense and bewilderment at the same time. As usual, the reader thinks: "I should have known that" when the villain comes to light. Kentucky hunting background.

*

BONES OF CONTENTION—By *Rae Foley*

An extra good Red Badge detective novel about a family who lived in what was known locally as "Bootlegger's House" at Peaceful Corners, which turned out to be far from peaceful.

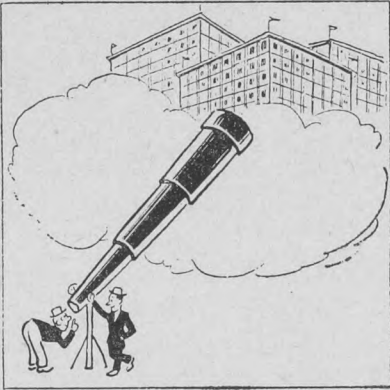
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If current affairs is your favourite form of reading, there is:

CHANGING EMPIRE—CHURCHILL TO NEHRU—By *Eric Estorick*

Mr. Estorick, perhaps partly because he is an American, an outsider looking on, is able to give us in simple, flowing prose, a very sharp picture of Britain's changing empire. He describes the forces and men which have transformed it from a series of little colonies totally dependent on the mother country for existence, to the great commonwealth of autonomous countries bound more by ties of loyalty and tradition than by any real dependence, interdependent and independent at the same time.

WHAT'S GOING ON-



AROUND HERE?

BASEMENT STORE

Doris Johnson (Men's Socks) received a diamond from Allan Thiry on her birthday, September 17, and Georgia Day (Lingerie) received one from Ernie Tooth, also on her birthday, September 11. Best wishes to both couples.

* * *

MAIN FLOOR

Books and Stationery

Our best wishes to Miss D. Edinborough (Novelties) on her recent engagement.

Miss E. Hayward (Novelties), a bride-elect of late September, was guest of honour at a presentation from her fellow-workers and at a miscellaneous shower which was held at the home of Mrs. K. Stone on September 15.

We are sorry to report Miss A. Barber (Circulating Library) has been on the sick list.

Men's Furnishings

The department had a stag at the Valour Road Legion Hall on September 12 in honour of three of their staff. Bryson Murray, who goes back to his medical course at the university, was presented with a leather brief case by Mr. O. Cain, head of department, on behalf of the staff. George Firth received a silver chest and Bert Donnelly a golf iron, both presented by Mr. O. Cain. They have already taken up their new appointments.

The party was entertained with a song by Arnold Peabody, music by Hugh Sinclair on his guitar, and Bruce Barnsfather played a few entertaining records.

Men's Furnishings and Men's Hats

Gladys Kurz was married on September 9 to Victor Kalyn at St. Bartholomew's Anglican Church, Winnipeg Beach. Following a reception at the groom's home, the couple left for a honeymoon in Vancouver. Gladys received a pair of blankets and figurines as wedding gifts from her associates.

* * *

MAIN FLOOR ANNEX

Toy Department

Things have been happening around the Toy Department lately. Wedding bells have been ringing constantly. First on our list was Pat Crundwell who became the bride of Arthur Bradley, August 5.

She was presented with a corsage and a chenille bedspread from the department.

Next was Ethel Wilson who married Vernon Jackson, August 19. Ethel received a corsage, Chinese figurines and an electric tea kettle. A dinner was held July 31 at the Don Carlos cafe for both brides and they were presented with table lamps from the girls of the department.

Lastly, Faye Corrigan left to become the bride of Rupert Steen (Delivery Department) on September 1 at St. Stephen's Anglican Church. Faye received linen and a beautiful corsage from the department. On August 31 a surprise weiner roast was held for Faye and Bert and the couple were presented with a pop-up toaster.

Lots of luck to all from the Toy Department.

* * *

SECOND FLOOR

Fancy Goods

Dorothy Newell's marriage to Raymond Summerly took place at Knox United Church, Saturday, August 26. Before leaving, Dorothy received a bed throw from the department. Here's wishing you a lifetime of happiness, Dorothy.

Bob Herriot took the fatal step! His marriage to Mary O'Sullivan took place August 12 at St. Mary's Cathedral. And so we bid fond farewell to a handsome bachelor. Bob was presented with a torchiere lamp as a gift of the department.

Elsie Roos recently received a diamond from Peter Sain, so she is treading on air. There are no immediate wedding plans. Our best wishes to you both.

Stables

Our sincere sympathy to Irene Douglas whose father passed away in Northern Ireland on August 24.

Piece Goods

Ethel Stefansson left on September 16 to become the bride of Joseph Vernon. The wedding took place in Holy Trinity Church on September 22. Mr. P. E. Odell, head of department, made a presentation of a table lamp to Ethel on behalf of the management and staff of Department 233. She received Revere-ware and a chenille bedspread from Departments 122 and 113 M.O., and individual gifts from many friends in the store.

Good luck and best wishes, Ethel and Joe, from us all.

* * *

THIRD FLOOR

D.A. Office—By E. Landsley

Congratulations to Ollie Krawchuk who married Tony Fuga, August 12. A set of crystal cocktail glasses was presented to Ollie by Mr. L. M. Mills for the department.

We are happy to welcome back Millie Hohenstein and Jean Kumhyr after their recent illnesses. We hope you are both feeling a lot better.

Wedding bells rang out for Joan Graham on August 12 when she married Gerry Chilton. Before leaving the office, Joan was presented with china as a wedding gift from the girls. Best luck, Joan and Gerry.

Mrs. Lorraine Saunders left the office August 12 to become a full-time housewife. Lorraine received some lingerie as a parting gift.

Olga Soroka came in on August 23 with a happy smile lighting up her face and a beautiful diamond sparkling on her finger. The lucky fellow is Danny Mandrik. The very best of luck to you both.



ANOTHER FISH STORY

Mr. John, of the Beauty Shops, went to Lockport on Sunday, September 3, for a little fishing.

In two hours he caught 41 pickerel. This is not too fishy a tale, because here is the picture to prove it!

Sorry to report that Vicki Romaniuk and Margaret Felsch are on the sick list. We hope to see you both back soon.

One of the happiest people in the department these days seems to be Betty Thomas, who received a beautiful diamond from Bob Horwood on September 11. Don't break that record, Betty. Our good wishes to you both.

Good-bye and good luck for another year to all the school girls who came in again to help out over the summer.

Marriage vows were exchanged by June Hobson and Morris Kellington, August 26, at an evening service in the home of Rev. E. Taylor. Before June left the office, she was presented with a torchiere and some china, accompanied by our good wishes for a happy future.

Two of our girls left the office recently, Sheila Hanson and Norma Kilburn. Best of luck to both of you in your new undertaking.

Meat Department—By Annette Derkach

A kitchenware shower was held on September 13 in honour of Jean Hawryluk, bride-elect of September 30, at the home of Mrs. W. Derkach. Jean also received a lovely corsage.

We hear that Bill Sharpe, a former Eatonian (Sausage Kitchen), who now lives in Tofino, B.C., has gone and got himself married. The best of luck to you both.

Here's a warning to all bowlers in the Eaton Bowling League. The "Tender-Knits" (and don't let the name fool you) are starting on September 19 to win the cup. So, beware!

Stoves

Mr. and Mrs. Roy Black are the excited parents of a new son born on September 15.

* * *

FOURTH FLOOR

Furs—By L. Glass

Romance came to the fore this month as Joan Lovegrove became Mrs. Norman Taylor at Knox United Church, September 9. Our department presented Joan with a lovely blanket and she had

been previously honoured by a shower at the home of Muriel Mills.

Muriel, by the way, also decided to alter the situation, and became engaged in August.

A sincere welcome to Jack Stancove who joined our staff in August, and welcome back to Dave Beck who has been a member of the Men's Clothing for the past two years.

We all say: "Get well soon" to Norma Roberts who has been ill for the last three weeks.

Women's Coats and Suits

Our "Johnny" Johnston was recently married. We wish her the best of luck.

Gladys McFetridge is wearing a new diamond which she received September 1. Our good wishes to you, too, Gladys.

Robe Section

Viola Morton, a bride-elect of October 7, was the guest of honour at a Sunday morning breakfast by the girls of the department on September 27. Viola was presented with a large living-room mirror. Mr. R. Eaton, head of department, presented her with blankets and towels as gifts of the department. Viola is to marry D. M. Waisman.

* * *

FIFTH FLOOR

Lunchroom Services—By E. Lavers

A double presentation was held Friday, August 25, for Anne Cavanagh and Allen McGowan, in honour of their wedding which took place August 26 in St. Mark's Church, Norwood. Mr. G. T. Fox, assistant, presented Anne with silverware for the department, and Allen with a set of tables and china flamingos.

Before her wedding on September 9 to Neil Laurin in St. Boniface Cathedral, Mr. G. T. Fox, assistant, presented Dolores LeClair with a trilight on behalf of the department. Dolores and her sister were married at a double wedding ceremony.

Miss Patrick, domestic science dietitian, recently received a lovely diamond, as did Mrs. Saunders of 1100D1.

Juvenile

Audrey Young was guest of honour at a miscellaneous shower at the home of Irene Skagfield. Audrey was married on September 23 to Thomas Patrick at Holy Trinity Anglican Church. Audrey received a mirror from the department along with the good wishes of the staff.

* * *

SIXTH FLOOR

General Office News—By I. Vale

Our regular genial "Newshound," Thelma Rand, is bashful at writing up the news this month. Reason being she's the latest victim of old Dan Cupid. Thelma returned from an evidently wonderful holiday at Saskatoon wearing a very lovely diamond which she received from Ray Saarinen on August 20. Good luck to you, Thelma and Ray.

Jean LaRocque is also wearing that happy expression these days. She received her diamond on September 1 from Johnny Peabody. Best wishes to you two, also.

August 23 was a big day for the Joe Bingham. St. Boniface Hospital was the scene of arrival of William Thomas, a baby brother for Janet. Congratulations to the whole family.

SIX TIMES CHAMPION! AUDREY ADDS TO HER FAME

Manitoba's charming champion of Highland dancing, petite Audrey Davie (D.A. Office) swept everything before her when she won the Manitoba championship at the 44th annual Scottish games held at Polo Park on Labour Day, for the sixth successive year!

Audrey's load of silvery "loot" for the day was: the City Dairy aggregate, the St. Andrew's shield for grand aggregate, and the Pelford trophy for highest number of points in the sword dancing.

On August 12 Audrey competed in the Manitoba Pipers' Association contest at Assiniboine Park where she won three first prizes and the Newlands trophy for highest marks in sword dancing.

This fairy-footed little Eatonian has been dancing her way into the hearts of Manitobans since she was a wee lassie of five summers.

"I've been at it for 17 years now," says Audrey, "guess I'm about ready to give up competitive dancing."

Meanwhile congratulations on your newest achievements, Audrey. You may give up your "Hieland" fling for a fling at matrimony or "somepun," but we'll bet an oatmeal cookie that the skirl o' the pipes will set your toes a-tinkling!

Two members of our staff left recently. Margaret White to reside in Minneapolis and Mrs. Doreen Thibodeau to take up her household duties here in Winnipeg. Both were presented with gifts of hosiery from the staff.

We wish all our sick members a speedy recovery and hope to see you all back to work soon.

Pat Buckingham left the office on Saturday, September 16, to become the bride of Ray Goodman on September 23 at First Lutheran Church. Pat was presented with a lovely bedspread as her parting gift from the office and the shower gift from the girls was a useful Mixmaster. All the best, Pat and Ray.

Late Flash! Monday, September 18, Hazel Romans walked in on a cloud wearing a lovely diamond which she received September 10 from Bob Trenchard. Best wishes to you, too, Hazel and Bob.

Carpets and Linoleum—By G. McLean

In honour of Dinah Jaster, a bride-elect of September 2, the girls of Department 272 and Workroom held a miscellaneous shower August 23 at The Homestead. A delicious chicken dinner was followed by a sing-song and a presentation to the guest of honour.

We were all very sorry to hear of the death of Mrs. Lumby's father, and wish to convey to her our deepest sympathy.

Expense Office

Marion Hazelwood left us to take a course in pharmacy at the University of British Columbia. Shirley McInnes had a canasta party in her honour and Marion received a travelling bag. Her friends in the office presented her with a set of travelling cases before she left.

* * *

SEVENTH FLOOR

Electricals

The Electrical Department send their congratulations to Gladys McLaws, formerly of the Electricals, now of the Lamp Section, Vancouver Store, who celebrates her quarter century with the Company on September 15.



Furniture

Mr. Jack Yarnell is leaving us to take a two-year post-graduate course in business administration at Harvard University. Good luck, Jack.

Shopping Service—Parcellers

Muriel Sawyer who became the bride of Peter Derksen at St. Mary's Rectory on August 29, received a gift of bedding from the department. Good luck, Muriel and Peter.

Budget Plan

Norman Saville who arrived from Sheffield, England, 17 months ago and has been with us for those 17 months, has left us to live in Toronto. We will miss him.

Jeanette Runge has left to return to her studies at the University of Manitoba. She is taking third-year Arts. Dolores Radford has returned to take her fourth-year Science, and Bill Bates to take his third year. Hope to see you back, all of you.

Good-bye to Kathleen Roe who has gone on holiday to Vancouver and then will live in Toronto.

* * *

EIGHTH FLOOR

Women's Alterations—By Mrs. Fedorak

We are sorry to say that Ethel Maguire, Rachel Cianflone and Marie Ritchie are all away sick, the latter with a broken ankle. We wish you all a speedy recovery. Glad to welcome back Anne Buchko after her recent illness.

Congratulations to Mr. and Mrs. J. A. Ferguson on the birth of a son, Garry Williams.

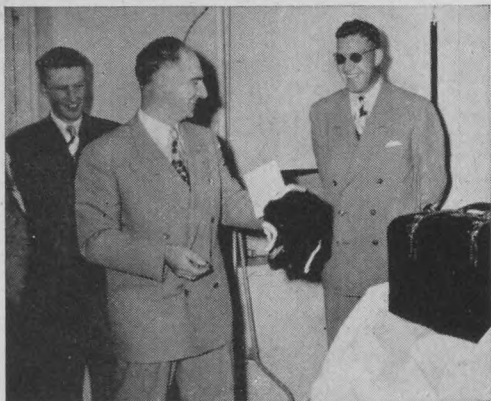
Kathleen Waywood, head of department, who became a member of the Quarter-Century Club last spring, left on July 29 for a two-months holiday. Happy holiday, Miss Waywood.

Our best wishes go to Margaret Stabell who left to live in Vancouver. She will be much missed.

Telephones

"Dee" Horton and Zetta Warren have left us to take up new work and we wish them the best of luck.

We hope to see Fanny Tomes who has been on the sick list since the middle of July, back soon.



SO LONG, JIMMY!

On leaving to reside in Montreal, Jimmy Thompson, assistant, Hardware Department, was presented with a gladstone travelling bag by the staff. In the picture Jim (centre) thanks the gals for a small memento they packed in the travel bag for good luck. At right Ken Chalmers, head of department, wishes Jimmy all of the best. At left Charlie Johnston looks on.

Jimmy was also presented with a matching travel bag as a parting gift from the Assistants' Association.

Frances Parsons left us to attend the Wrens' convention and unfortunately developed blood poisoning, so she is still away. We hope to see her back soon.

Jean Todd of the Drug Order Board has gone on a holiday to Vancouver and Victoria. We wish her a happy holiday.

City Advertising

On September 6 the City Advertising said a regretful goodbye to Jean McDonald of the Art

GOLFING QUEENS

Congratulations are in order for Janet Bell, 19, of the Candy Department, who defeated Ollie Hynduk at Niakwa on September 9, to win the Manitoba Junior Ladies' Golf Championship. Janet had a score of 94 and came first out of a field of 14.

Janet is a member of the Charleswood Golf Club and has been playing only three years.

Congratulations also to Dulcie Ann Thomson who won the Juniors' event (16 years and under) at Niakwa on the same day with a score of 110.

Fifteen-year-old Dulcie, who is also a talented pianist, is the daughter of Mr. W. G. Thomson, supervisor Furniture and Bedding Departments.

← *Janet Bell*

Twenty-Eight



Section. Jean's husband is going to the States to study for his doctorate and Jean, naturally, wanted to go along, too. Mr. Moray Sinclair, supervisor, presented Jean with a pink nylon vestee as a gift of the department. Write often, Jean.

Mary Ewing, who celebrated her quarter century last fall, has left on her quarter-century vacation. She will motor to Miami and visit Seattle on the way back. Don't get any poison ivy, Mary, and have a good time.

Display Department

Louise Ostap is glittering with a new diamond which she recently received from Neil Cooper of the department. Louise and Neil plan to be married shortly. Good luck to you both.

Sales Audit

Molly Borse left August 19 to be married to Paul Lamoureux August 26, at St. Edward's Church. She was presented with a rose bedthrow and a six-piece towel set by Mr. R. Anderton, supervisor. Best wishes, Molly and Paul.

Congratulations are due to Joyce Abbott and Nancy Williams. Both girls came in wearing lovely diamonds last month.

Best wishes are extended to Donna Watson and Victoria Small, who have been ill for some time. Hope to see you back soon, girls.

* * *

NINTH FLOOR

Construction Office

We take pleasure in announcing that at long last, after many years of bachelorhood, Olie K. Breivik has taken the fatal plunge and married Maude Macaulay. This event took place on Saturday, August 19, at Our Saviour Lutheran Church, with a reception afterwards at the Breivik home.

Olie received a trillight as a gift of the department and the boys had a stag in his honour and presented him with a smoker. Olie and his wife are Winnipeggers. We wish them luck, happiness and many years of wedded bliss.

PRINTING PLANT PATTERN

By M. Torrance

On August 19, two members of our staff reached the age of retirement and called it a day. "Hank" Bissett received a gladstone bag from the members of the department. Best wishes and pleasant journeys, Hank. "Stevie" Stevenson received a radio and the good wishes of the department.

Congratulations to the Al Ducharmes whose nine-pound son, Allan Donald, arrived on August 18, and to the Rennie Johnsons whose daughter came on September 1.

A speedy recovery, George Bater, come back soon.

Ainsley Watson married Eileen Bremner at a pretty wedding in St. Paul's Church on September 9. Before the wedding, Mr. Wimble, head of department, presented Ainsley with a hostess chair as a gift from the department. Health, happiness and prosperity and a long life of married bliss.

Batter Up! The baseball season is over. Our boys are in second place—not bad for a first-year team. Congratulations, boys. A bit more team work, Al's home runs, Barney's pitching, Pete's catching, Harry's coaching. Next year, who knows?

Bowling time is here again. Ready to go, Peppy Pals? Let's see what you can do this season.



Reunion in Hollywood

The phrase: "Once an Eatonian always an Eatonian" is now a familiar cliché, but it does seem particularly fitting in this instance. A letter addressed to "Contacts' Social" Department comes from Mrs. C. A. Blackburn, of Burbank, California. Enclosed was the above picnic photograph of 12 former Eatonians now residing in California, "Who," says Mrs. Blackburn, "enjoyed chatting about the good old times when they worked with Eaton's some 35 to 40 years ago."

The names, departments and service of those in the picture were listed. Also enclosed was a clipping from the Los Angeles press which tells of this re-union—Canadian picnic held at Hollywood Park in August—and names the 12 Eatonians present.

Thank you for writing, Mrs. Blackburn, many old-timers here will be glad you all dropped in, as it were.—Ed.

In the picture are: C. A. Blackburn (Furniture, Rugs) 1910-13; Mrs. E. M. Blackburn (Hardware) 1913; Mrs. E. Shaw (Barrett) (Notions) 1911; Mr. Bert Osmond (Despatch) 1912; Mrs. Dolly Osmond (Cashiers) 1912; Mrs. H. Mullens (Notions) 1914; Mrs. Mary McIver (Warren) (Notions) 1912; Mrs. Daisy Irvin (McCorquodale) (Notions) 1914; Mr. Fred Tompkins (Elevators) 1915; Mr. Anson McArthur (M.O. Notions); Mrs. Isabelle McArthur (M.O. Fancy Goods); Mrs. Ringrose (M.O. Notions) 1918.

How To Be Perfectly Miserable

1. Think about yourself.
2. Talk about yourself.
3. Use "I" as often as possible.
4. Mirror yourself continually in the opinion of others.
5. Listen greedily to what people say about you.
6. Expect to be appreciated.
7. Be suspicious.
8. Be jealous and envious.
9. Be sensitive to slights.
10. Never forget a criticism.
11. Trust nobody but yourself.
12. Insist on consideration and respect.
13. Demand agreement with your own views on everything.
14. Sulk if people are not grateful to you for favours shown them.
15. Never forget a service you may have rendered.
16. Be on the lookout for a good time for yourself.
17. Shirk your duties if you can.
18. Do as little as possible for others.
19. Love yourself supremely.
20. Be selfish.

This recipe is guaranteed infallible. —Papyrus

Old-Time Justice . . .

In the early days of Brooks an old-timer was chosen as justice of the peace. He knew little law and when a case came before him he would take out, with a flourish, a fine-looking book, inside of which he had fastened an Eaton Catalogue. In one case he thumbed the pages, put his finger on a point, and said: "You are fined \$4.98."

The defendant got up to protest.

"Sit down," his lawyer cautioned. "You are just plain lucky he turned to Pants instead of Pianos."

—Brooks Bulletin

THIRTY YEARS WITH EATON'S

1920—1950

MISS AURORE PAUL (Millinery Work-room).

MR. JOE MOUARD (City Despatch).

IN THE MAIL BAG

THIRD FLOOR

M.O. Budget Plan—By L. Vipond

Our sincere sympathy is extended to Ethel Meadows whose brother, Lloyd, was accidentally killed by a tractor on August 31 at Stockholm, Sask.

On the evening of September 14, Irene Powell entertained a few business associates of Helen Penner, who was married on September 23. Irene received an electric tea kettle at the party, and later Mr. F. J. Ottley, assistant, presented Helen with an electric toaster on behalf of the department.

On leaving the office August 26, Joyce Knowles was presented with a brilliant necklace from the staff.

Nancy-Lee Turner left us on September 19 to resume her studies at the University of Manitoba. Good luck, Nancy.

* * *

FOURTH FLOOR

Western Buying Office—By P. H. Smith

Sorry folks. We are late with the first bit of good news. But all the sparkle in Margaret Sutherland's eyes is accounted for by the important one on the third finger. Best wishes to Margaret and Ray Kirby.

• Welcome back to Archie Nero who has been away ill for some time.

Congratulations to Bob Clark on winning the Senior Men's Golf championship. To top off his day, he was presented with a granddaughter on his arrival home. Now Bob has the championship tucked away, he can read up on baby-sitting.

Congratulations to Violet Chambers. Her suggestion was worth \$5.00.

Our deepest sympathy to Mr. F. Frogley, who recently lost his sister, and also to Mr. D. Tomes in the loss of his sister-in-law.

* * *

SIXTH FLOOR

M.O. Dress Goods

By M. Middleton and I. Kilpatrick

Orchids to our own Mary Slusarenko! Mary pitched the Imps to the Eaton Girls' Softball championship, winning three out of four games. The Cubs won the first game and the Imps won the next three with Mary pitching all four games. Congratulations!

Watch and Jewellery Repairs—By M. Hoover

Wedding bells pealed out merrily for two popular members of our staff in August. On August 26 Margaret Knockaert and William Warr plighted their troth at Norwood United Church. Henry Goerzen and Evangeline Kroeker chose the same time and day for their wedding at Old St. Andrew's United Church.

Before leaving, presentations were made to Margaret and Henry. Margaret received a chest of flatware and Henry a chime clock. Mr. O. Olafson, assistant, made the presentations on behalf of the department. Our best wishes for future happiness go with them.

We are sorry to learn that Bill Murray is confined to hospital. Cheerio, Bill, and a speedy recovery for you.

Thirty

SEVENTH FLOOR

M.O. Lingerie—By L. A. Hantscharuk

Best wishes go with Elda Dyck, who has enrolled at the Western Canadian Bible Institute, Regina, for a four-year course.

M.O. Sportswear—By J. Johnston

Verda Plouffe left September 14 to be married to Henry Lagimodiere September 16. Blankets and pillow cases were presented to Verda along with the staff's best wishes.

M.O. Juveniles and Sportswear

By M. Pariseau and J. Johnston

Saturday, August 26, marked the last working day for Lil House who left to be married to Evert Tweed. The staff presented the bride-elect with a lovely pair of blankets. Lil also received other gifts from her many friends in the department. With Lil went the heartiest wishes for her happiness in the future.

Women's Accessories and Millinery

By Muriel Fraser

Our good wishes are extended to Jean Buck who became the bride of Joe Tracey at the Holy Eucharist Church on September 16. Jean was given a miscellaneous shower by the girls of the department.

Our congratulations to Anne Tennant on reaching her quarter-century anniversary with the Company. Anne was the recipient of a lovely dresser set in jeweller's bronze, from the department, and many personal gifts from friends throughout the M.O.

Miss Aurore Paul achieved her 30th year with the Company on Friday, September 8, but as she was absent on vacation, the celebration of this occasion was postponed until September 18, when she was presented with a Waterman pen and pencil set as a gift from the staff. Congratulations, Aurore, may you have many happy years.

Welcome back to Barbara Murray who was absent because of an injury. Glad you are better, Barbara.

Congratulations to Ken and Jackie Leach who, on August 15, became the parents of a baby daughter. Mrs. Leach was a former member of the Women's Accessories staff.

M.O. Salesroom, Files and Correspondence

By R. Soutter and D. Baldson

Best wishes to the following girls who became engaged recently: Angela Curley, Lauren Finsson, Edith McIntosh, Joan Blaines and Eleanor Galle.

Eleanor Doiron left September 9 to become the bride of George Comeau. The wedding took place in St. Boniface, Basileia on September 16. Eleanor was presented with a lovely pair of blankets. Best wishes to you both.

On the sick list are Doreen Dupuis and Gloria Falvo. We hope you will soon be back at work again.

Our deepest sympathy goes out to Bertha Stringer in the loss of her father recently.

* * *

EIGHTH FLOOR

M.O. Copying—By D. Hunt

Best wishes to Betty Smith for a happy future. She left August 29 to be married September 2 to Rene La Riviere at Holy Cross Church. Betty received a mirror from the department.

Cupid scores again in 116. This time it's a beautiful diamond for Mary Skipchak.

Mary Sheyka left the department to be married to Cal Andrews on September 9 at St. Vladimir and Olga Cathedral. Mary was presented with flatware from the department.

Greta Thomsen was married to Ken Fox, September 8, at the Danish Lutheran Church. Before leaving, Greta was presented with a mirror and set of pictures from the department.

Our best wishes go with Myrtle Dibnah, who, on September 2, left the department to begin training for nursing. Myrtle received a radio and other gifts from the department, and a pen, pencil and thermometer set from the girls.

M.O. Correspondence—By June de Gagne

We were very happy for Lillian Crocker when she was chosen as representative for St. Vital to attend the 13th meeting of the World Council of Christian Endeavour held in Toronto last month.

Deepest sympathy to Helen Nelson on the death of her aunt, Mabel Nelson, formerly of the Optical Department in the Store.

M.O. Complaints—By J. Baynes

A kitchen shower honouring Mary Fegal, a bride-elect of October 14, was held at Judy Baynes' home on September 14. Following presentation of a corsage and gifts, Marion Hewitt sang a solo which was followed by a general singsong and games. All joined in wishing Mary every happiness in her married life.

September 1 we said good-bye and good luck to Irene Michaud who left to make her home in Edmonton. She was presented with a pen and pencil set from the department and her friends in the department gave her a birthstone ring.

Everyone said "Welcome back" to Helen Roome and Ivy Alexander on their return from their quarter-century trips. They both looked well and said they had a wonderful time travelling to the east and west coasts, Banff, and seeing the country generally.

M.O. Cashiers—By E. Norton

After five years with us, Flo Goertzen is leaving for Toronto to attend Knox College. We wish you luck in your work as deaconess. Flo was presented with a Parker pen and pencil set, hymn book, overnight bag and other gifts from her friends.

M.O. Exchange—By M. Davies

Sorry to report that Florence Theroux and Martha Baranuk are on the sick list. We wish you a speedy recovery, girls, and hope you will be back with us soon.

Bernadette Lemire was married September 9 to Rodolph Blanchette at the Sacred Heart Church. As a parting gift from her friends in the department, Bernadette received a rose bedthrow. Good luck and lots of happiness from all of us.

Our popular two-some, Mary and Edna, have spent the greater part of their spare time this summer golfing. We wish you luck, girls, on the coming field day.

* * *

NINTH FLOOR

Jewellery and Handbags—By N. Robson and J. Farr

A lovely wedding took place at St. Andrew's Church, September 9, when Caroline Wawruck and



A farewell dinner was given to Florence (Dolly) Hudson at Moore's on Saturday, August 26, prior to her departure for Ireland. The staff presented her with a Parker "51" pen and pencil set and a Ronson lighter. Our very best wishes to you, Dolly, and may you find happiness in the land of your birth.

John Stefaniuk exchanged vows. Mr. J. Donnett, assistant, presented Caroline with a lovely glass-top coffee table on behalf of the department. She also received a plate-glass wall mirror from the girls. Best of luck, Caroline and Johnny.

Shirley Tainton returned from her summer vacation, September 5, wearing a lovely diamond. Best wishes from us all, Shirley, to you and your fiance.

ALEXANDER AVENUE WAREHOUSE

M.O. Furniture—By D. Mattern

In one corner of the furniture office a lovely diamond is shedding its reflected glory around Lucille St. Onge. Lu's better-half-to-be is Dick Guilbeault. Best wishes to both of you.

"THANK YOU" NOTE

Mrs. Joe Thompson has requested Contacts to express a heartfelt thank you to the staffs of the Stove Department (Warehouse), the Receiving Room, the Dress Goods and others, for their many kindnesses to her husband who was injured on June 21. Joe, a member of the Stoves, is still seriously ill in hospital, and the thoughtfulness of his fellow Eatonians has been a great comfort to Mrs. Thompson during this trying period.

LATE DESPATCH

Contract Sales—By Lorraine McGregor

On August 14, Ellen McKinley arrived wearing something quite new, a beautiful engagement ring from Reg Ball. It just matches the gleam in her eye.

August 19 we lost two members of our staff. Jerry Walmsley and Peigi Smith. They received Ronson lighters as parting gifts.

On September 23, Phyllis Smith was married to George Colombiski at St. Andrew's United Church. Mr. A. E. Marks, head of department, presented Phyllis with a bedspread on behalf of the staff. Lots of luck to you both.

PLAY BRIDGE, MISTER?

The 1950-1951 Eaton Men's Bridge Club will commence in October with, we hope, all our old members and as many new members as possible. Application cards will accompany pay envelopes, and when completed, should be returned to one of the following committee members:

W. J. McKeag (100), *Chairman*. W. P. Maitland (233), *Secretary*.
Store—R. Robinson (108), G. Harris (270). Mail—B. Orr (1766A), D. Dewar (15).

All entry forms must be in by October 20. We're all looking forward to a very enjoyable and successful season.

—W. P. Maitland, *Secretary*.

In Memoriam

SHIRLEY TOOKE

Shirley Tooke, 21, for nearly four years a member of the Sales Audit staff, passed away on Friday, September 15.

"She was a lovely girl," said her office associates, "and she will be missed by all of us."

Our sympathy is offered to her mother and father who survive her.

SUSAN SKYNNER

We are deeply sorry to have to report the death on August 29, of Susan Skynner, a second-year arts student at St. John's College school.

Susan spent the last two summers on the staff of the Shopping Service and will be much missed by her associates. She was a member of All Saints Church and very active in church work and university affairs.

Our sympathy is offered to her mother and brother, who survive.

A famous headmaster of a school said that if he saw a boy in despair over his work he always gave him a higher mark than he deserved. The following week the boy always made a higher mark himself.

—Joseph Fort Newton, *Living Up to Life* (Harper)

ME AND PICKEREL

That is what wee Joanne Pearson calls the picture of herself with a catch of pickerel taken at Great Slave Falls. Joanne is a granddaughter of Mrs. Symons in the Juvenile Department and her mother is Mrs. Joyce Pearson who was with the Women's Shoes.



There is more magic in expectancy than you may realize. What you expect constantly is almost certain to come to you. Why not expect the best? Why not give yourself the best of the bargain by assuming that what is good is what belongs to you?

STRIKES! SPARES! "BLOWS!"

(See Outside Back Cover)

On September 19 another exciting bowling season got under way with President (veteran secretary) Dave Mackie at the helm and Ernie Wall his able mate. Treasure chest duties remain in the hands of our trustworthy Siggy Sigvaldason, and yours truly, Alf Beavis, will endeavour to provide a likeable facsimile to a "blow by blow" description of the flying pins.

We would extend at this time, a hearty welcome to all those new replacements who have found their way into the Eaton's Mixed Five-Pin Bowling League, and a wish that the current season be the best ever for everyone.

BOWL FOR FUN—BOWL ON TIME—BUT BOWL!

Despite the fact that the Bowladrome was not in operation for opening night, all games got under way successfully. Bear with us till that part of the schedule is back to normal and in the meantime, good bowling! Keep the substitutes to a minimum, and score-keepers—*Please get your reports in early!*

Other Committee Members: Doris Slack, Vera McColl, Clarence Saunders, Guy Cancilla, Al Tummin, Tom Scott.

In Memoriam



HARRY ATKINS FARGEY

Harry Atkins Fargey passed away on September 9, leaving a wife and son and daughter to mourn him. Our deepest sympathy goes out to them.

Mr. Fargey had been with the Company for 15 years, all of them in the M.O. Hardware. He was quiet-mannered and well liked by his business associates.



We extend sincere sympathy to those members of the staff who recently suffered bereavements:

In the Loss of a Father

MISS N. LEMECHA (Box and Bag
Factory)
MISS P. LEMECHA (M.O. Packing)
MISS E. WASLEWSKA (M.O. Money
Returns)
MISS W. EVERETT (China)
MRS. S. LAMBY (Carpets)
MISS M. MITCHELL (Employees'
Lunchroom)
MISS B. STRINGER (M.O. Prices and
Enquiry)
MR. C. FRY (Receiving Room)
MR. T. SNARE (M.O. Sales Room)
MISS E. HOSKI (Furniture)
MISS I. DOUGLAS (Linens)
MRS. L. RICHARDSON (Hardware)
MISS JEAN FAIRHALL (M.O. Books)
MISS I. WATTS (Employment Office)

In the Loss of a Sister

MRS. L. WILSON (Infants' Goods)

In the Loss of a Mother

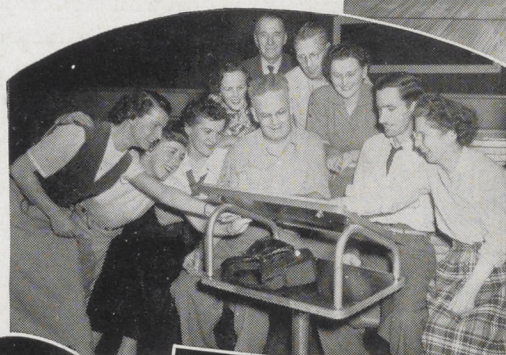
MR. G. YAKIMCHUK (Flood Repair
Centre)
MR. WM. WATSON (M.O. Packing)
MRS. K. REID (Drugs)
MISS M. JOHNSTON (Women's Coats
and Suits)
MISS I. HODGSON (M.O. Draperies)
MRS. A. RYAN (Sporting Goods
Workroom)
MRS. M. CULLETTIN (Piece Goods)
MISS O. HOEL (Boxes and Bags)
MISS ETHEL PARK (M.O. Money
Returns)
MISS M. PARK (M.O. Drugs)
MRS. L. JOHNSON (Coats and Suits)

In the Loss of a Brother

MISS F. HARDING (Sportswear)
MR. A. F. HARDING
(M.O. Hardware)
MRS. I. JACKSON (Lunchroom
Services)
MISS E. MEADOWS (M.O. Budget
Plan)



LET 'EM ROLL !



SCENES from opening night of the Eaton Mixed Five-Pin Bowling League which began its new season on Tuesday evening, September 19. With 75 teams bowling at the various Gibson alleys, the Eaton aggregation is one of the largest in Canada.